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California Polytechnic State University

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FOR IMMEDIATE RELEASE

**Cal Poly's Graphic Communication Department To Celebrate  
International Printing Week Jan. 21-24**

SAN LUIS OBISPO -- The Honorable Bruce James, recently appointed by President Bush and confirmed by Congress as the new Public Printer of the United States, will be the featured speaker at a banquet to be hosted by Cal Poly's Graphic Communication Department in celebration of International Printing Week Jan. 21-24.

The annual celebration is held to commemorate the birthday of Benjamin Franklin, one of the country's best-known printers and promoter of freedom of the press. The banquet, a highlight of International Printing Week, will be held Jan. 23 at the Madonna Inn in San Luis Obispo.

The week's event will also include an industry seminar series and related activities, including the unveiling of a new building that will house a Goss four-high publication press to be used to teach web printing and to produce the Mustang Daily, the only four-color daily newspaper that is fully published and produced by university students.

Also during the celebration, Cal Poly will dedicate laboratory equipment that has been donated to the Graphic Communication Department.

Representatives from such leading graphic arts corporations as AdMail, Allison Systems, Barnett Cox and Associates, Castle Press, DeCrevel Stamping and Embossing Dies, EFI and the Flexographic Technical Association will conduct seminars.

Seminars will also be conducted by officials from Goss, Heidelberg, Hewlett-Packard/Indigo Division, Kodak Polychrome Graphics, MAN Roland, McGraw-Hill/Osborn Media, Muller Martini, PackagingARTS, Poor Richard's Press, Spectrum Label, Wallace, Xeikon and Xerox Corp.

The conference will close with a Cal Poly Graphic Communication Career Day Jan. 24. Career Day is expected to attract representatives from companies across the country to recruit students for employment and internship opportunities.

The banquet and seminars are open to the public. Tickets to the banquet are \$30 and reservations are required. To make a reservation or learn more about Cal Poly's International Printing Week events, contact the Graphic Communication Department at (805) 756-1108 or e-mail [grc@calpoly.edu](mailto:grc@calpoly.edu).

- 30 -

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